GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:2034
ANSWERED ON:29.11.2001
MARKETING OF INTERNATIONAL SPORTS EVENTS
SURESH KURUP

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Doordarshan suffered a loss of Rs. 140.88 crore in the marketing of internationalsports events through the Sports Marketing Consortium during 1999-2000;

(b) if so, the reasons therefor;

(c) the comparative figures of such a loss during 2000-01; and

(d) the action taken by Government in the matter?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a) to (c): Prasar Bharati has intimated that the Sports Marketing Consortium was not in operationin 1999-2000. It has further informed that Doordarshan did not suffer any loss during the financial year 2000-2001.

(d): Does not arise.